## WHAT IS CLAIMED IS:

1. A system for generating web site data, comprising:

a plurality of storages, each for storing data to be used for defining a range of one of a plurality of web site dimensions; and

a web site template storage for storing a plurality of web site templates, each of said web site templates including a set of characteristics for one or more of said plurality of web site dimensions, all of the characteristics for each of the web site dimensions at least in part defining a subset of said data stored in said storage corresponding to said dimension.

- 2. The system as claimed in claim 1, further comprising a description generator for generating a description of a web site based upon at least one of said plurality of web site templates.
- 3. The system as claimed in claim 2, wherein a probability for generating two of the same description of a web site based upon one of said plurality of web site templates is less than one.
- 4. The system as claimed in claim 2, wherein each of a predetermined number of descriptions of a web site generated based upon one of said plurality of web site templates is distinguishable from the other descriptions.
- 5. The system as claimed in claim 2, further comprising a description storage for storing the generated description of the web site.
- 6. The system as claimed in claim 1, wherein the description of a web site is generated pseudo-randomly.
- 7. The system as claimed in claim 1, wherein the description of a web site is generated in a non-deterministic manner.

- 8. The system as claimed in claim 1, wherein the description of a web site is generated randomly.
- 9. The system as claimed in claim 1, wherein one of the plurality of web site dimensions is web site content.
- 10. The system as claimed in claim 1, wherein one of the plurality of web site dimensions is web site layout.
- 11. The system as claimed in claim 1, wherein one of the plurality of web site dimensions is web site navigation.
- 12. The system as claimed in claim 1, wherein one of the plurality of web site dimensions is web site component applications.
- 13. The system as claimed in claim 1, wherein one of the plurality of web site dimensions is web site colors.
- 14. The system as claimed in claim 1, wherein one of the plurality of web site dimensions is web site theme.
- 15. The system as claimed in claim 1, wherein one of the plurality of web site dimensions is web site graphics.
- 16. The system as claimed in claim 1, wherein one of the plurality of web site dimensions is web site image set.
- 17. The system as claimed in claim 1, wherein one of the plurality of web site dimensions is platform for accessing the web site.

- 18. The system as claimed in claim 1, wherein a combination of the data defining at least two of the respective web site dimensions is selected in accordance with said web site description.
- 19. The system as claimed in claim 18, wherein the combination of the data is selected in accordance with a predetermined relationship between at least two characteristics for the one or more web site dimensions.
- 20. The system as claimed in claim 1, wherein all of the characteristics for each of the web site dimensions at least in part define a complementary subset of said data stored in said storage corresponding to said dimension.
- 21. The system as claimed in claim 1, wherein at least two of the characteristics of one or more web site dimensions include a predetermined relationship with each other.
- 22. The system as claimed in claim 1, wherein all of the characteristics for one or more of the web site dimensions at least in part defining a subset of said data stored in one or more of said storages corresponding to at least one other dimension.
- 23. The system as claimed in claim 1, wherein one or more of the web site templates define a relationship between at least two of the characteristics for the one or more web site dimensions.
- 24. The system as claimed in claim 1, wherein each of the plurality of web site templates corresponds to a specific industry.
- 25. The system as claimed in claim 1, wherein each of the plurality of web site templates corresponds to at least one general industry.
- 26. A method of generating web site data, comprising the steps of:

storing data to be used for defining a range of a plurality of web site dimensions, data used for defining the range of each of the plurality of web site dimensions being stored in a respective storage; and

storing a plurality of web site templates, each of said web site templates including a set of characteristics for one or more of said plurality of web site dimensions, all of the characteristics for each of the web site dimensions at least in part defining a subset of said data stored in said storage corresponding to said dimension.

- 27. The method as claimed in claim 26, further comprising the step of generating a description of a web site based upon at least one of said plurality of web site templates.
- 28. The method as claimed in claim 27 wherein a probability for generating two of the same description of a web site based upon one of said plurality of web site templates is less than one.
- 29. The method as claimed in claim 27, wherein each of a predetermined number of descriptions of a web site generated based upon one of said plurality of web site templates is distinguishable from the other descriptions.
- 30. The method as claimed in claim 27, further comprising the step of storing the generated description of the web site.
- 31. The method as claimed in claim 27, wherein the description of a web site is generated pseudo-randomly.
- 32. The method as claimed in claim 27, wherein the description of a web site is generated in a non-deterministic manner.
- 33. The method as claimed in claim 27, wherein the description of a web site is generated randomly.

- 34. The method as claimed in claim 26, wherein one of the plurality of web site dimensions is web site content.
- 35. The method as claimed in claim 26, wherein one of the plurality of web site dimensions is web site layout.
- 36. The method as claimed in claim 26, wherein one of the plurality of web site dimensions is web site navigation.
- 37. The method as claimed in claim 26, wherein one of the plurality of web site dimensions is web site component applications.
- 38. The method as claimed in claim 26, wherein one of the plurality of web site dimensions is web site colors.
- 39. The method as claimed in claim 26, wherein one of the plurality of web site dimensions is web site theme.
- 40. The method as claimed in claim 26, wherein one of the plurality of web site dimensions is web site graphics.
- 41. The method as claimed in claim 26, wherein one of the plurality of web site dimensions is web site image set.
- 42. The method as claimed in claim 26, wherein one of the plurality of web site dimensions is platform for accessing the web site.

- 43. The method as claimed in claim 26, wherein a combination of the data defining at least two of the respective web site dimensions is selected in accordance with said web site description.
- 44. The method as claimed in claim 43, wherein the combination of the data is selected in accordance with a predetermined relationship between at least two characteristics for the one or more web site dimensions.
- 45. The method as claimed in claim 26, wherein all of the characteristics for each of the web site dimensions at least in part define a complementary subset of said data stored in said storage corresponding to said dimension.
- 46. The method as claimed in claim 44, wherein at least two of the characteristics of one or more web site dimensions include a predetermined relationship with each other.
- 47. The method as claimed in claim 26, wherein all of the characteristics for one or more of the web site dimensions at least in part defining a subset of said data stored in one or more of said storages corresponding to at least one other dimension.
- 48. The method as claimed in claim 26, wherein one or more of the web site templates define a relationship between at least two of the characteristics for the one or more web site dimensions.
- 49. The method as claimed in claim 26, wherein each of the plurality of web site templates corresponds to a specific industry.
- 50. The method as claimed in claim 26, wherein each of the plurality of web site templates corresponds to at least one general industry.
- 51. A system for generating web site data, comprising:

a plurality of data storage means, each for storing data to be used for defining a range of one of a plurality of web site dimensions; and

template storage means for storing a plurality of web site templates, each of said web site templates including a set of characteristics for one or more of said plurality of web site dimensions, all of the characteristics for each of the web site dimensions at least in part defining a subset of said data stored in said data storage means corresponding to said dimension.

52. A set of computer program instructions for generating web site data, comprising: an instruction for storing data to be used for defining a range of a plurality of web site dimensions, data used for defining the range of each of the plurality of web site dimensions being stored in a respective storage; and

an instruction for storing a plurality of web site templates, each of said web site templates including a set of characteristics for one or more of said plurality of web site dimensions, all of the characteristics for each of the web site dimensions at least in part defining a subset of said data stored in said storage corresponding to said dimension.

53. A system for generating web site data, comprising:

a plurality of storages, each for storing data to be used for defining a range of one of a plurality of web site dimensions; and

a web site template storage for storing a plurality of web site templates, each of said web site templates including a set of characteristics for one or more of said plurality of web site dimensions, all of the characteristics for each of the web site dimensions at least in part defining a subset of said data stored in said storage corresponding to said dimension.

54. A method of generating multimedia information data, comprising the steps of: storing data to be used for defining a range of a plurality of multimedia information dimensions, data used for defining the range of each of the plurality of multimedia information dimensions being stored in a respective storage; and

storing a plurality of multimedia information templates, each of said multimedia information templates including a set of characteristics for one or more of said plurality of multimedia information dimensions, all of the characteristics for each of the multimedia information dimensions at least in part defining a subset of said data stored in said storage corresponding to said dimension.